

I am a product builder and age-friendly design thinker with a passion for improving programs and services for older adults. I have over a decade of experience facilitating insight driven research. I believe that the best product experiences are co-created with users — especially those who are often overlooked in the design process. I love building in fast paced environments and consider empathy one of my super powers.

BIG PICTURE

- 15+ years of building products and programs to enable entrepreneurs, creatives, and change makers
- 7 years of experience designing and building products with and for older adults
- Developed and supported a co-design community of 500+ older adults in a [venture studio setting](#)
- Skilled user researcher and facilitator, with a robust tool kit including interview tactics, co-design strategies, empathy mapping, persona development, customer journeys, and site-based observations
- Co-author of insight report on age-tech innovation for the Marshall School of Business and the Davis School of Gerontology at USC, as part of an [initiative](#) to attract and diversify the business of aging
- Proven ability to translate quantitative and qualitative data into compelling user insights narratives and product roadmaps to communicate with a variety of team members
- Certified [TimeSlips](#) facilitator, a creative engagement strategy for people experiencing memory loss

RECENT EXPERIENCE

Human-Centered Design Consulting Services - Oct 2022 - present

Front Porch Gallery - strategic direction consulting for [new programs for older adults](#) in Carlsbad, CA
CBS, Leadership Pipeline Challenge - taught two day class on community partner building
Hearst Newspapers - user research and community events for [Puzzmo](#), a new online game platform
Blended Impact, new venture & stakeholder engagement + event design for a 6-part ecosystem planning process involving small business owners and entrepreneurs in Fresno

Alive Ventures

Program Manager — February 2021 - Sep 2022

Lead development of [Growing Older, Better](#), a comprehensive report summarizing the studio's user insights related to older adult consumers around dating, connection, media visibility, and recognition

Supported 9 entrepreneurs building consumer facing startups for older adults, as part of a three month EIR program, including co-design, ideation, business model refinement, and de-risking

Facilitated hundreds of user research conversations to reveal key insights influencing business models, product, service design, and branding - examples available on request

Launched virtual community of older adult creatives ([Felt](#)) and grew list to 10,000 users through weekly newsletters and monthly virtual events designed to increase user interaction and engagement

Marshall School of Business, USC

Insights Report Co-Author, Aging is Now | Aging into the Future - Mar - Sep 2023

Lead comprehensive review of ethnographic data from 4,000+ conversations with older adults, resulting in a business insight report with opportunities and resources intended to spark academic innovation and to diversify the pool of entrepreneurs considering aging-focused business

Facilitated opening conversation for [The Business Case for Innovation in Aging](#), a day-long symposium of academic innovators and business leaders, featuring Chris Farrell (Marketplace NPR), Dr. Katy Fike (Generator Ventures) and Paul Irving (Milken Institute)

USC Social Venture Coaching Competition

Program Lead — September 2019 - March 2021

Developed a [coaching and entrepreneurial training program](#) to support the development of new ventures serving underserved communities in Los Angeles

Provided applicant support in the form of webinars and one-on-one meetings and ongoing participant support to 20+ startups through 6 weeks of coaching sessions

Facilitated a live-streamed virtual pitch event with a panel of 30 judges to award over \$100K

Network of Ensemble Theaters

Field Resources Manager — Sep 2012 - Jan 2019

Implemented and built the [NET/TEN grant program](#) from the ground up, distributing \$800K over 6 years to support 250+ creative entrepreneurs

Developed applicant assistance programs including webinars, application review, written feedback, as well as the implementation of tools to ensure equity and diversity within the applicant pool

EDUCATION

University of Southern California, Marshall School of Business

Master of Science in Social Entrepreneurship

Emerson College

BA Theater Studies

EXPERTISE

- Human-Centered Design
- Group Facilitation
- User Insights / listening
- Implementation and management of events
- Early customer acquisition
- Project timeline management

SUPERPOWERS

- Deeply empathetic
- O-1 thinking / can make “anything” from scratch
- Highly curiosity and creative
- Non-transactional relationship builder
- Flexibility and adaptive

AFFILIATIONS

- OpenIdeo, LA Chapter
- LA Civic Tech Meetup Group
- California Conference for Equality & Justice
- White People 4 Black Lives
- Brittingham Social Enterprise Lab